**RESOUCE 4**

**P.E.S.T.E.L ANALYSIS**

This is an exercise is mapping the strategic environment of context. It is important to do this because workforce planning does not take place in a vacuum and is very unlikely to be an exercise in “blue-sky” thinking.

**Some notes:**

* Include any “givens” in this mapping exercise. For example, if you know that funding for the workforce must decrease as an output of the workforce planning exercise, then include that here.
* For each item you list in this mapping exercise, ask “so what? Why does this item matter in the context of workforce planning? What do we need to consider?”
* This exercise is best completed with the inclusion of stakeholders who have good knowledge of the strategic landscape between them

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| Political | Economic |
| * Change in national and local Government
* Local political context in the health and care system
* Political personalities
 | * Current funding context for health and care services
* National and regional economic environment
* Availability of specified funding
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| Sociological | **Technological** |
| * Demographics
* Population and Community behaviours relevant to health and well-being
* Health and well-being status
 | * Trends in information and communication technology within populations and communities
* Technological advances in equipment
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| Environmental | **Legal** |
| * Planned and anticipated changes to rural/urban environments
* Public health measures
 | * Current and anticipated legislation
* Professional bodies
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| **(Extra space for your notes)** |